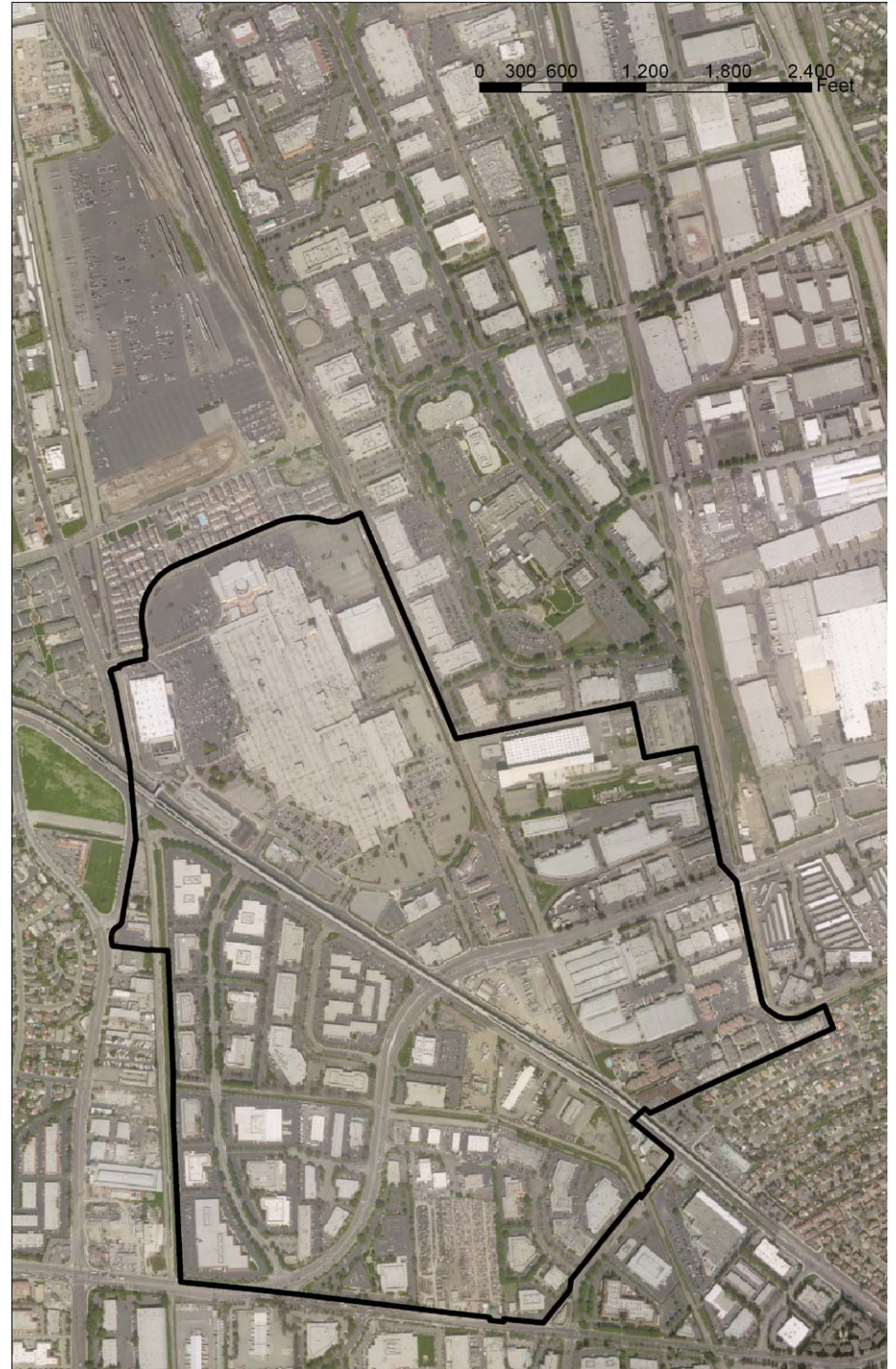


Milpitas Transit Area Concept Plan

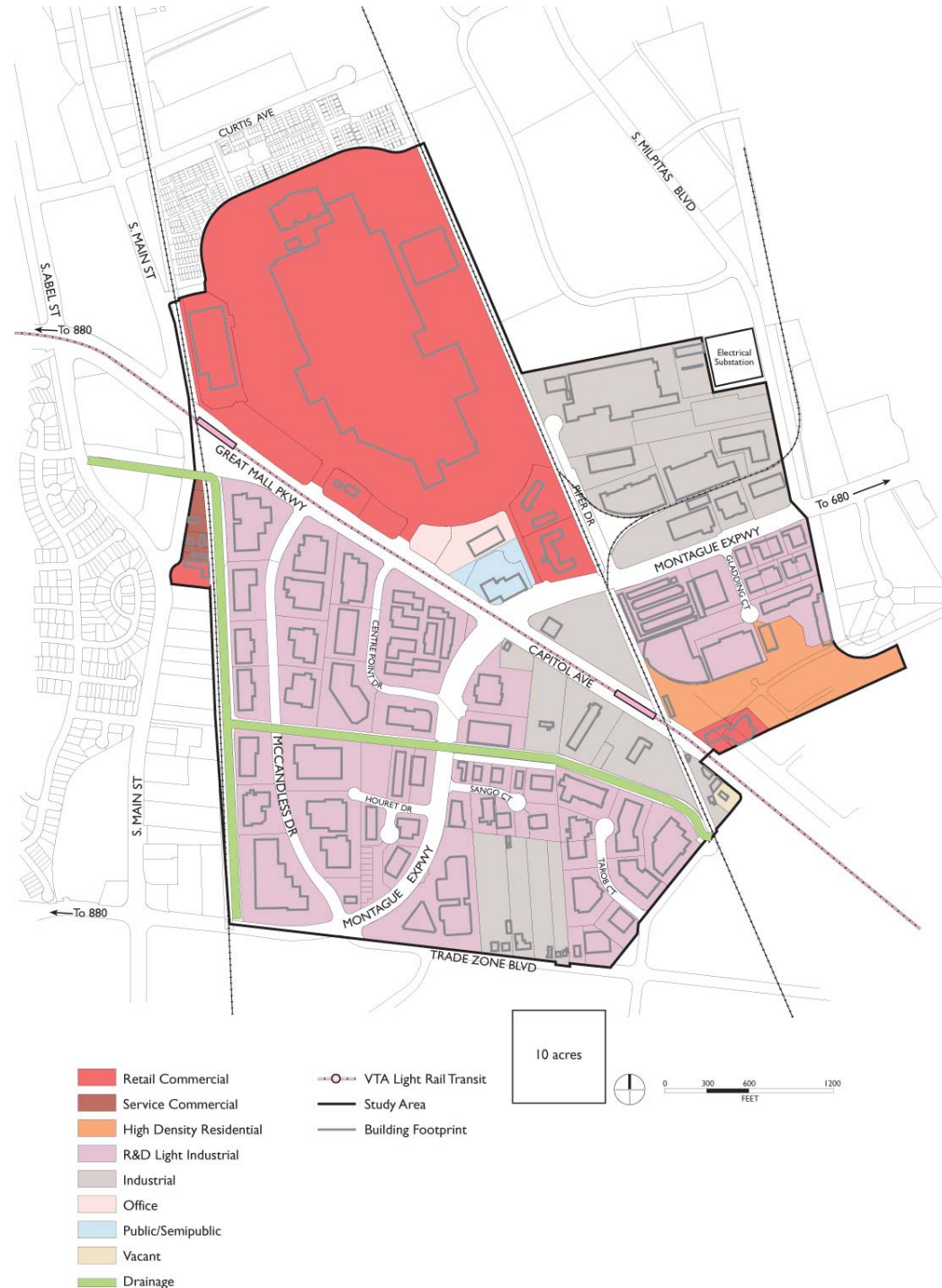
DYETT & BHATIA
Urban and Regional Planners

Milpitas Transit Area
Concept Plan



Existing Uses

- Retail
- R&D/Light Industrial
- Heavy Industrial
- Commercial – Hotel, Office, Educational
- Residential
- Electrical Substation
- Rail Lines
- Drainage Facilities



- **Great Mall - Mills Corporation**
- **Montague/Piper Area Properties changing ownership**
- **Multiple Properties in Single Ownership**
- **Sophisticated Property Owners – experienced investors**



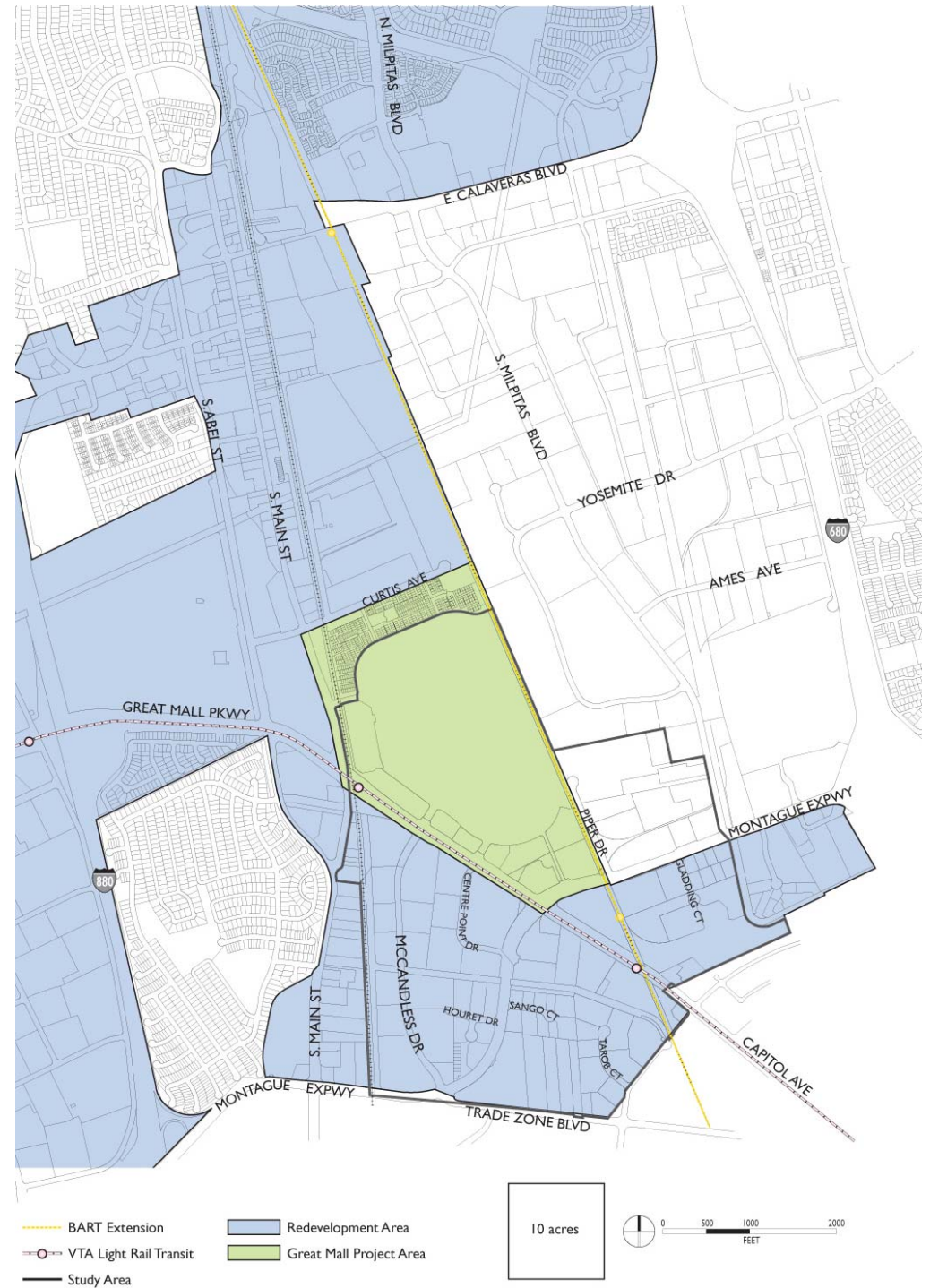
Existing Zoning/ Specific Plan Components

- Industrial Zoning
- High Density Residential Zoning
- Transit-Oriented Overlay
- Bike/Ped Trails
- Future Parks
- Streetscape Project
- Capitol Av. Crossing



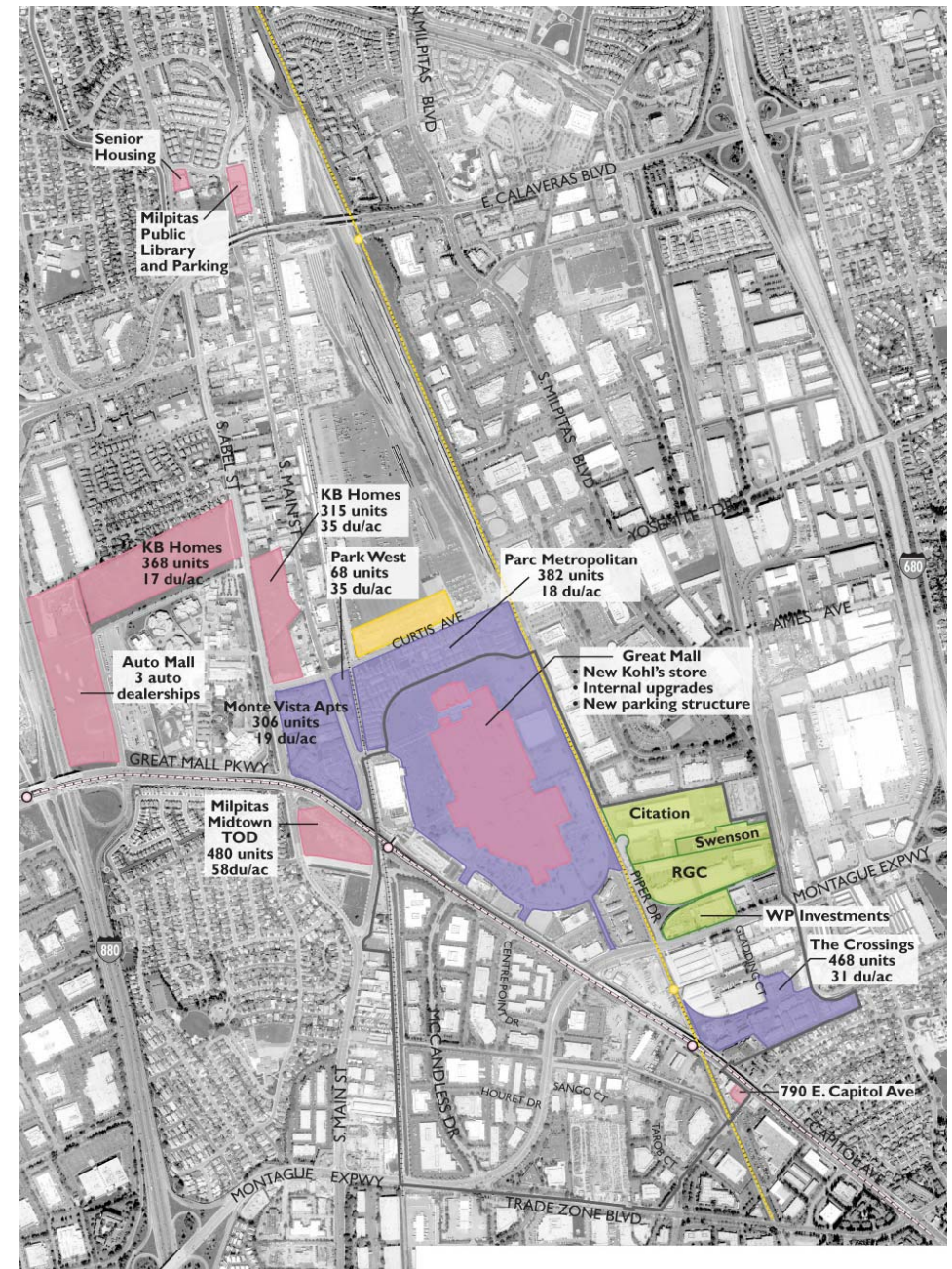
Redevelopment Areas

- Old Great Mall Project Area
- New Redevelopment Project Area
- Long Term Financial Capacity



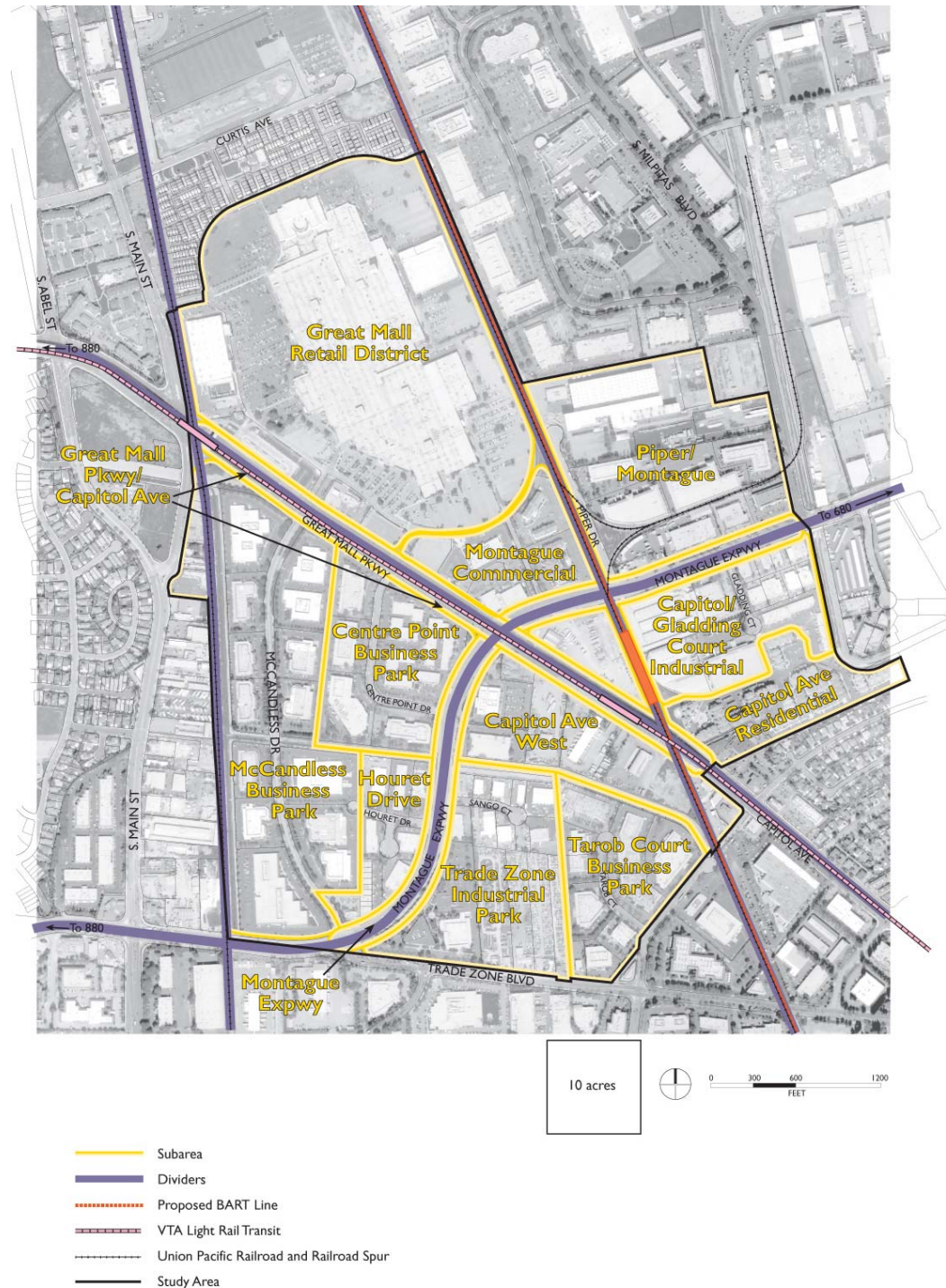
Recent Market Activity

- Great Mall
- Auto Mall
- KB Homes
- Milpitas Midtown
- Curtis Ave. Residential
- South Main Residential
- The Crossings
- Piper Drive Area



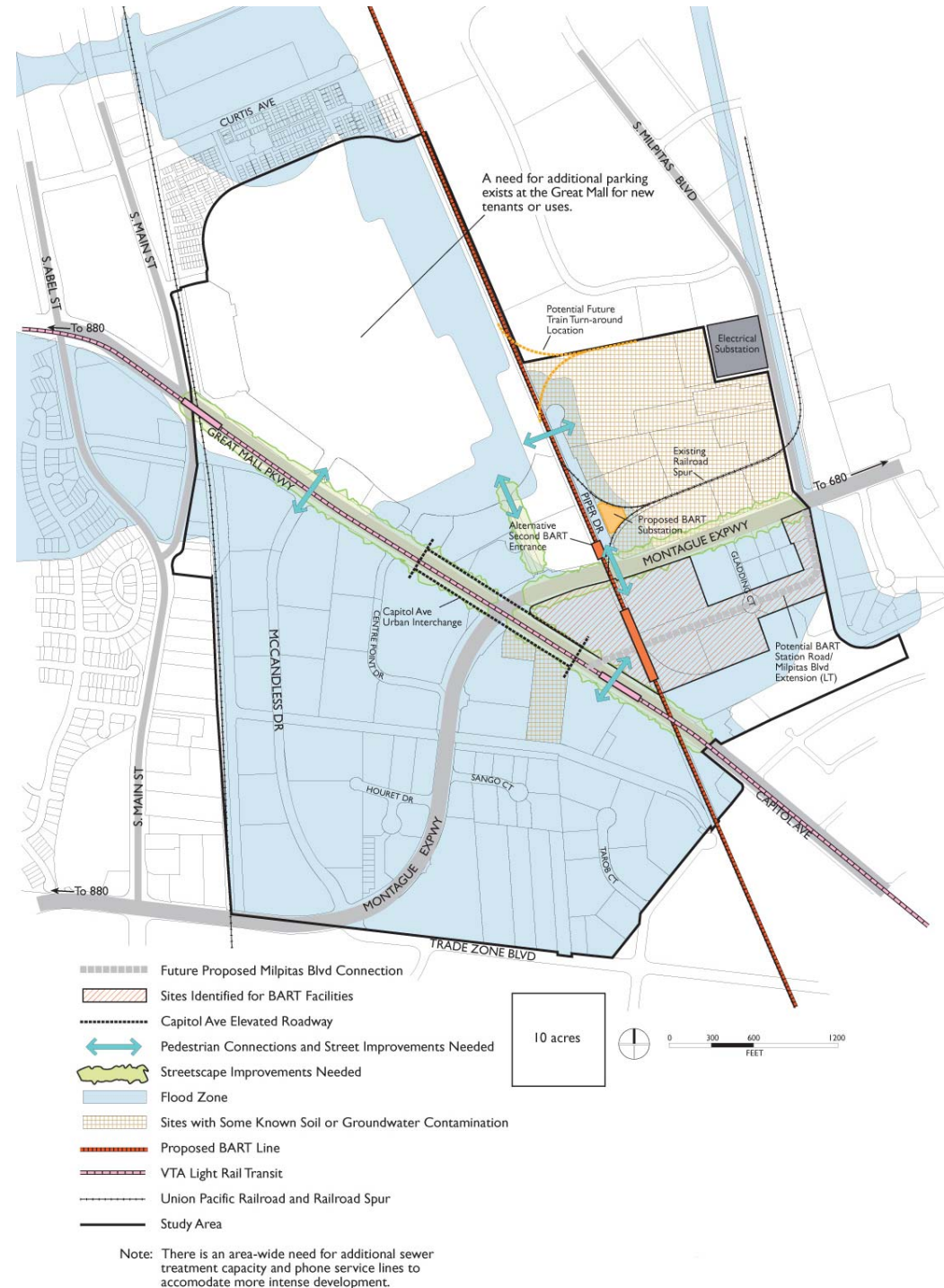
Subareas

- Great Mall Retail
- Piper/Montague
- Capitol/Gladding
- Montague/Trade Zone Industrial Parks
- McCandless, Centre Point, and Houret Drive Business Parks



Development Issues

- Soil or Groundwater Contamination
- Flood Zone Milpitas Blvd. Extension
- Sites for Future BART Station, Parking, Bus, Drop-Off, Substation
- Train Turnaround; Spur
- Great Mall Parking Need
- Pedestrian Connections across Expressways
- Capitol Ave. Flyover



THREE PERSPECTIVES ON ECONOMIC DEVELOPMENT

- **Regional**
- **Municipal**
- **Property Owners**

REGIONAL OBJECTIVES

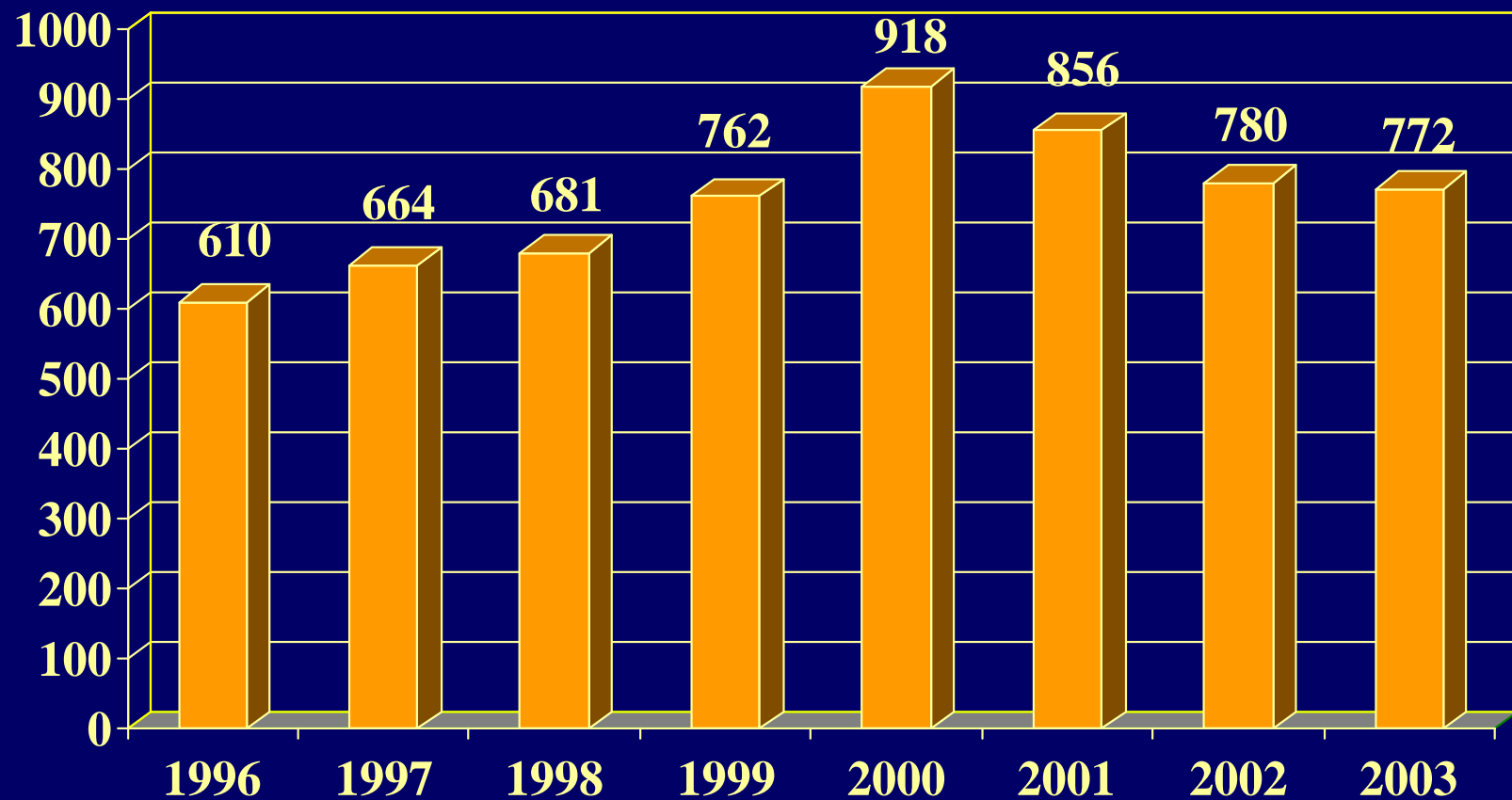
- **Preserve opportunities for jobs**
- **Build much needed housing to accommodate diverse workforce**
- **Locate higher density housing near transit**

CITY OBJECTIVES

- **Increase sales tax collections**
- **High density and low value housing create intense service needs in the long term**
- **Preserve hotel opportunities**
- **Channel high value development into designated Redevelopment Areas**

Milpitas Taxable Retail Store Sales

(in millions of dollars)



PROPERTY OWNERS: RESPOND TO MARKET

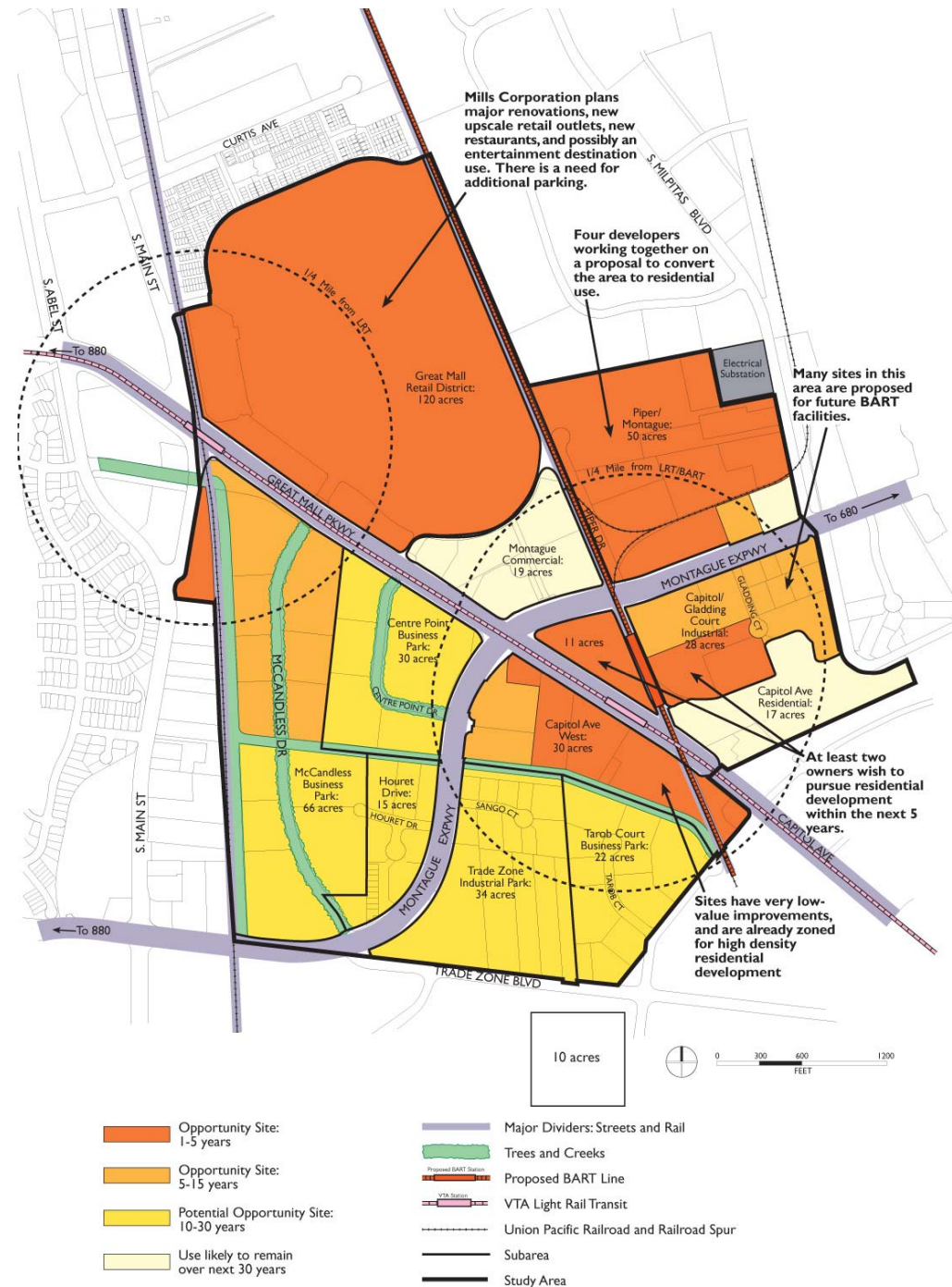
- **Owner housing brings highest return**
- **Retail possible at the right locations but needs scale to succeed**
- **Hotel market 2 to 4 years off**
- **Office market 5 to 6 years off**
- **New industrial/R&D being priced out**
- **Apartment market may return if interest rates climb**

Stakeholder Interviews

- **Many property owners want to continue with their current use and tenants for the next 10 years.**
- **Some property owners want to convert industrial land for residential development.**
- **There are high vacancy rates in R&D buildings.**
- **Many property owners do not want to sell; they want to take the lead development of their property.**
- **Future land acquisition for BART is causing great uncertainty and problems for property owners.**

Opportunity Sites

- Entire Study area is within $\frac{1}{2}$ mile (10 minute walk) of BART or LRT.
- Great Mall – renovations and new tenants. Need for parking.
- Piper/Montague Area proposing to convert to residential
- Capitol Ave. sites ready to convert to residential



City Goals

- **Regional Identity**
- **Strengthen and Expand Retail to increase sales tax revenue to the City.**
- **Attract Big Box Retail.**
- **Land Uses not a drain on City funds**
- **City Image**
- **Housing**
- **Amenities and Services for Residents – Parks, Educational Facilities, Retail, Restaurants**

Property Owner Goals

- **Continue Existing Uses**
- **Maximize Revenue**
- **Up – Zoning to a “Higher” Use**
- **Flexibility**
- **Limited Government Regulation**
- **Synergy with Adjacent Development so “everyone’s boat can rise”**
- **City to fix all the development issues**
- **Don’t add assessments**

Transit Agency Goals

- **Increase Ridership**
- **Put housing near transit**
- **Higher Density Housing Types**

Updates Since January Workshop

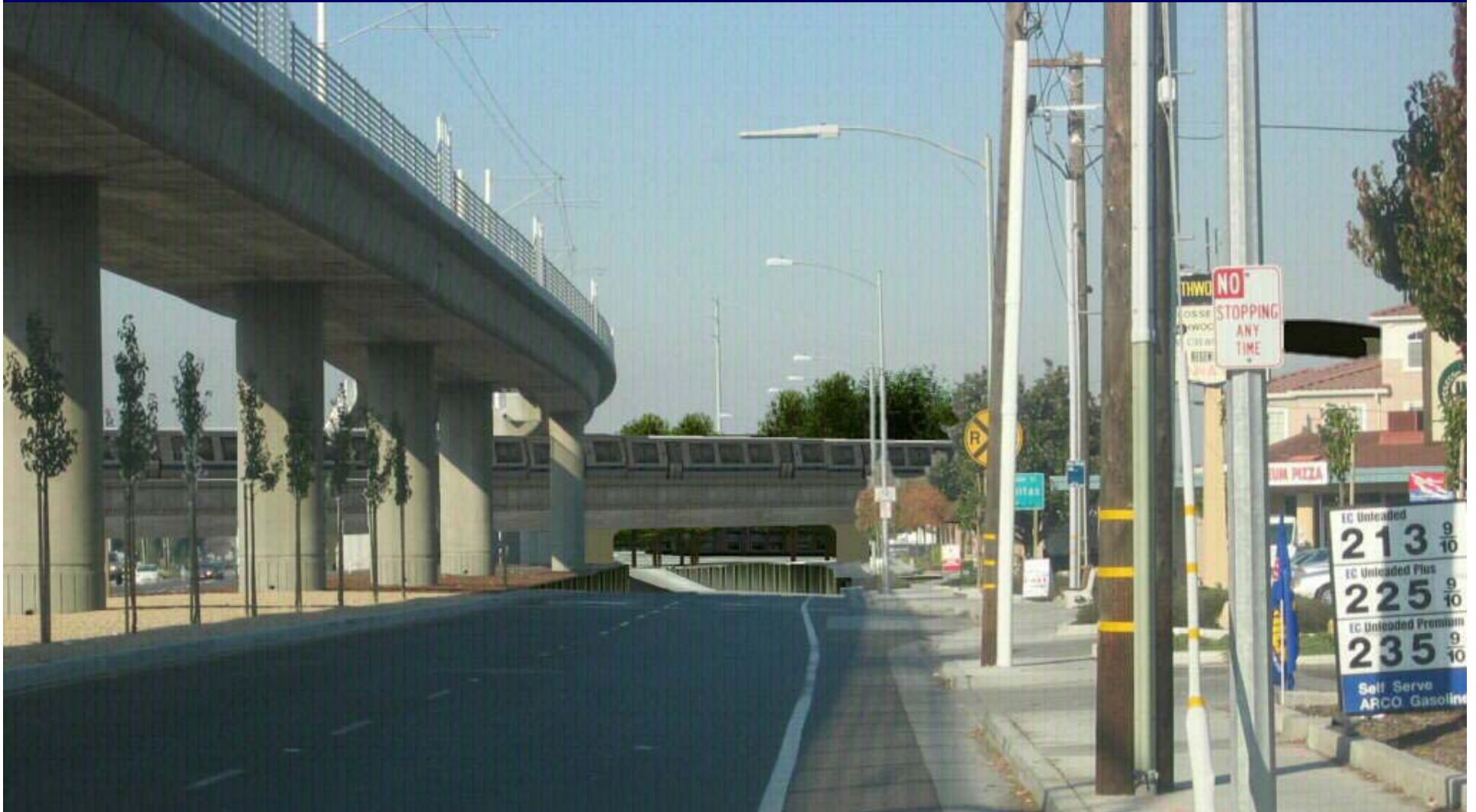
- **Continuing Discussions with Property Owners**
- **New Proposals from VTA regarding the BART Extension**
- **Discussion of Competing Objectives – Property Owners, City, VTA**
- **Plan Developed and Refined by Consultant and City Staff**

Revised Proposals from VTA

- **BART Line Above Ground**
- **Segment of Capitol Avenue Lowered**
- **BART Station Revised Plans**
 - *5- Story Parking Structure*
 - *Bus Transfer Area*
 - *Kiss 'n Ride, Shuttles, and Employee Parking*
 - *Plazas*











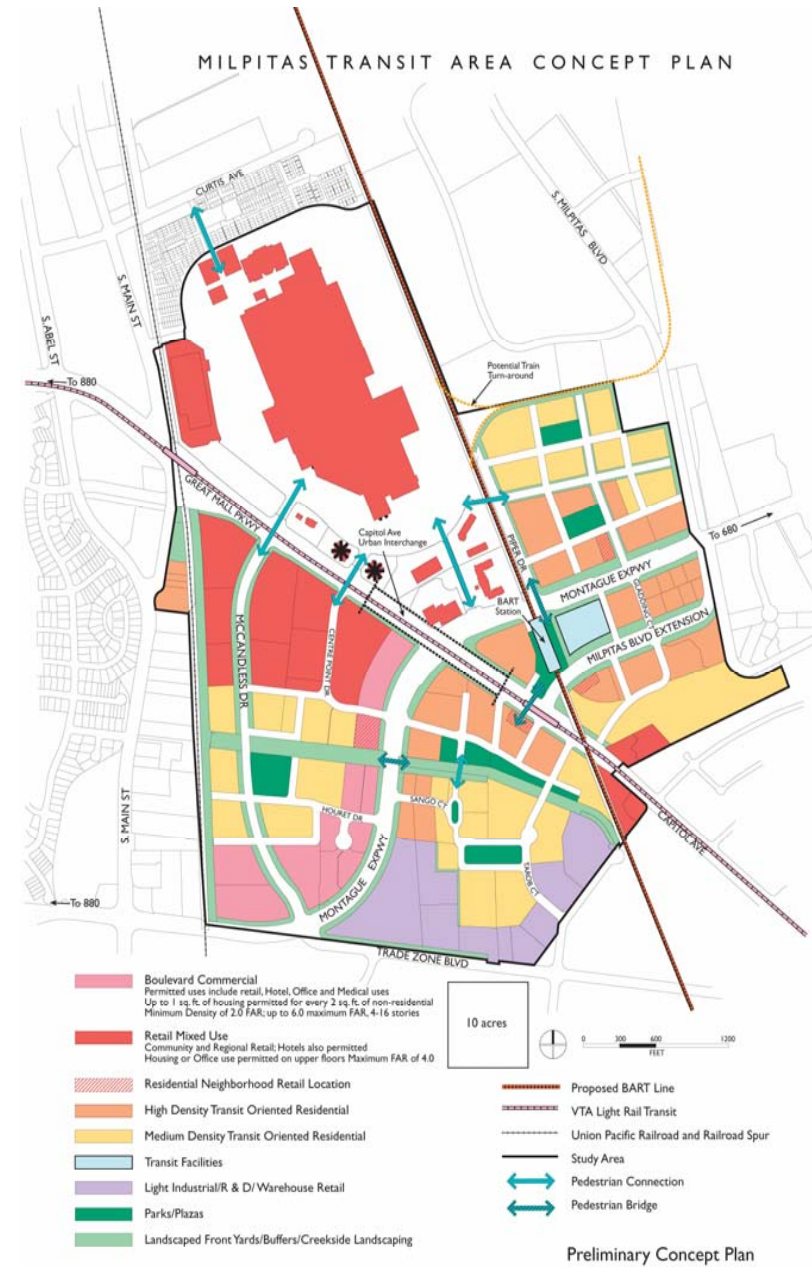
Overall Vision and Goals

- **Transition from an R&D Industrial Area to Higher Intensity Mixed Use**
- **Strengthen City tax base – sites for retail and hotel uses, opportunities for ownership housing, high density employment uses**
- **Build Transit-Oriented Development around Light Rail and future BART, with housing emphasis, to maximize transit ridership and meet regional housing/transportation goals**
- **Build Quality neighborhoods and commercial districts that are desirable in the market place and hold their value over time**

Land Use Vision

- **Strong Retail Core fronting on Great Mall Pkwy.**
- **Residential Mixed Use Districts Near BART and Montague Light Rail: Pedestrian Friendly Streets, Smaller Block Sizes, Small Urban Parks**
- **High Density Retail and Employment along western segment of Montague with a Landscaped Boulevard character**
- **Hotel Site along Great Mall Parkway**
- **Medium Density Residential Neighborhoods at interior of McCandless and Trade Zone areas**
- **Opportunities to Add Residential Uses on Retail and Employment sites**

Concept Plan

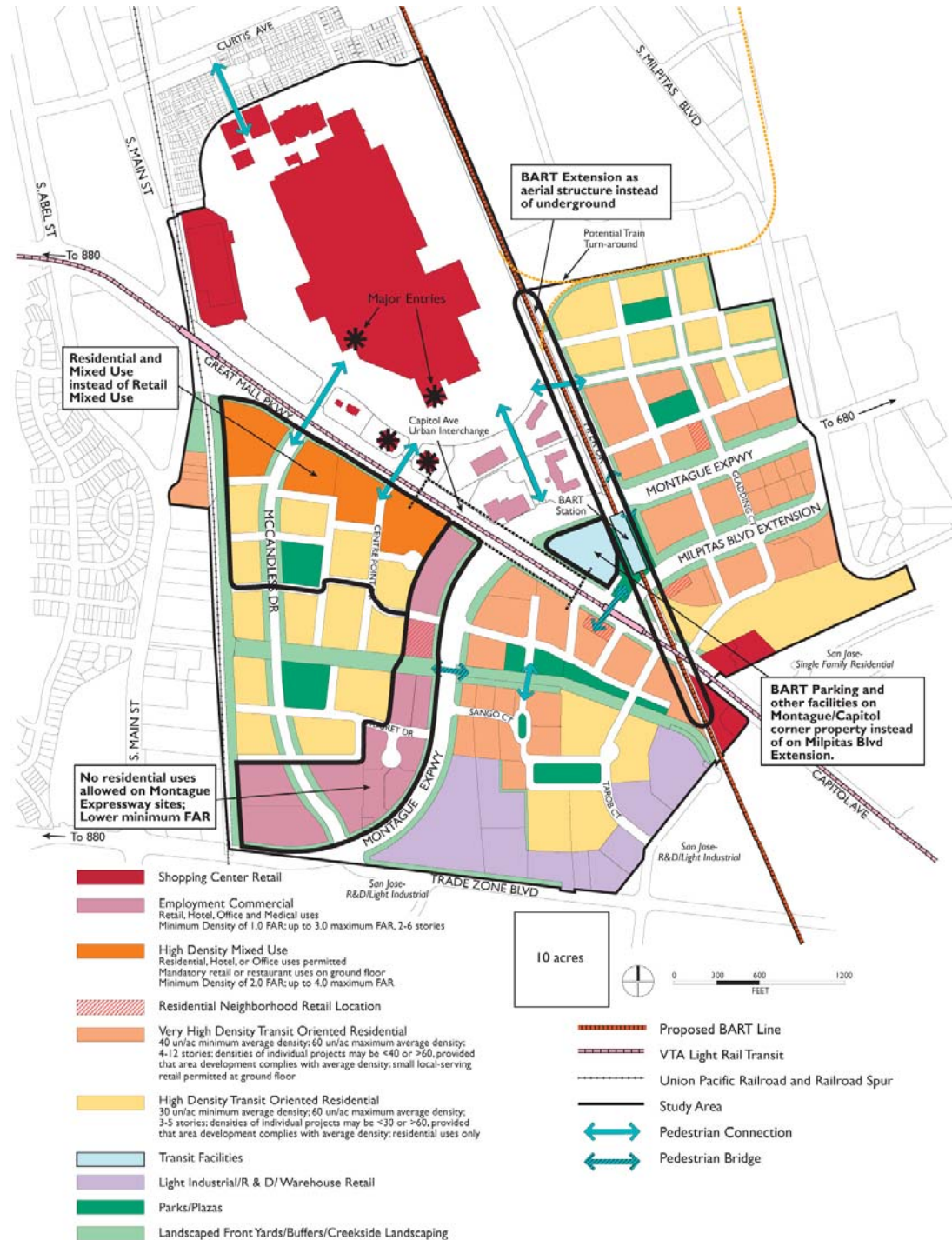


Milpitas Transit Area
Concept Plan

DYETT & BHATIA
Urban and Regional Planners

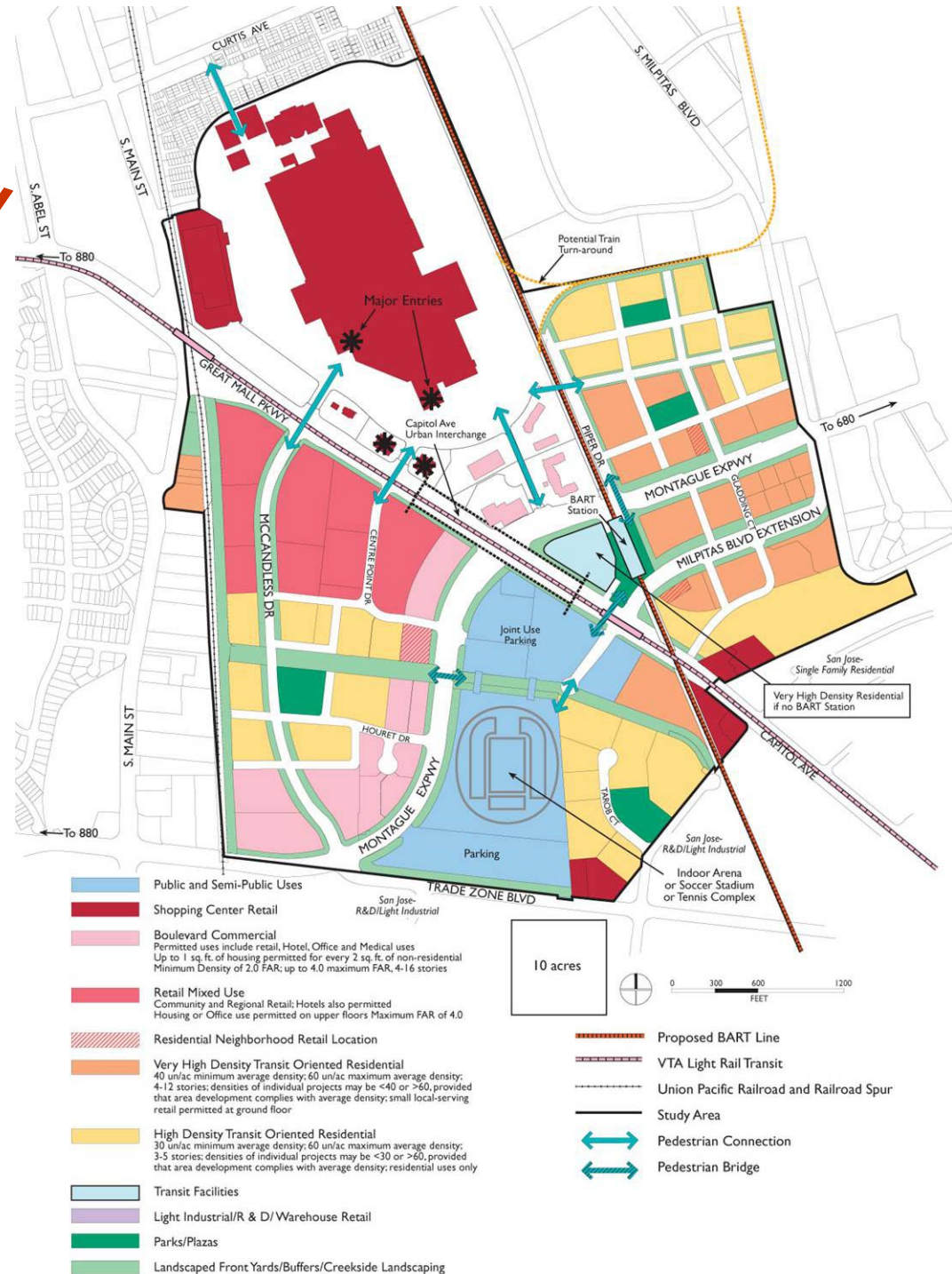
Alternative Policy Choices

- Residential and Mixed Use instead of Retail Mixed Use
- No residential uses on Montague Expressway
- BART at corner of Montague/Capitol
- BART Extension Above Ground



Regional Entertainment/ Sports Facility Alternative

- Indoor Arena or Sports Stadium or Sports Complex
- 25,000 Seats
- Mix of surface and structured parking



Areawide Recommendations

- **Landscaped Boulevard along Montague**
- **Pedestrian Trail System along the drainage ways; landscape the edges**
- **Bridges as Gateways: Pedestrian Bridges over Montague and Great Mall Parkway with a signature design**
- **Streetscape for Great Mall Parkway**

Areawide Recommendations



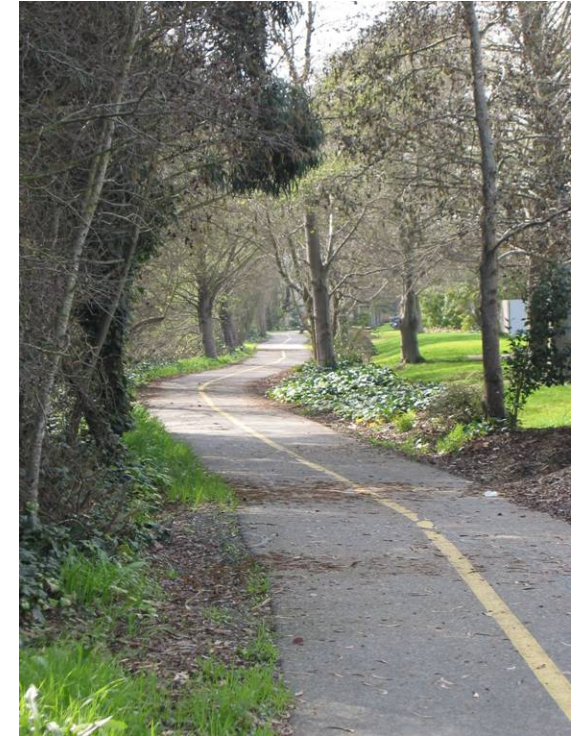
Montague Expressway

Areawide Recommendations



Penitencia Channel

Areawide Recommendations



Urban Trails in Petaluma, California

Areawide Recommendations



Great Mall Parkway, Milpitas



I-80, Berkeley

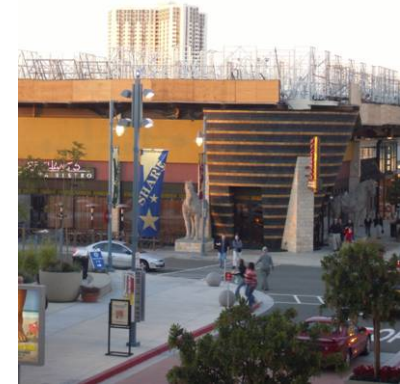
Areawide Recommendations



Great Mall Parkway

Lifestyle Retail/Restaurant Mall

Bay Street –
Emeryville



Santana Row –
San Jose



Retail Core Area on Great Mall Parkway

- Big Box Retail Also Possible on Large Lots
- Wrap with small scale retail on pedestrian side



Bass Pro



Home Expo

Boulevard Commercial: Office, Hotel, Residential, Retail, Restaurant



Santa Monica – Olympic Boulevard



San Francisco – Van Ness Boulevard

Mixed Use: Office, Hotel, Residential, Retail, Restaurant



**Pasadena – Paseo
Colorado**



Recent Residential Development in Milpitas



The Crossings – 31 du/ac



Parc Metropolitan – 18 du/ac

Residential Neighborhoods



San Francisco
South Beach – 80 to 120 du/ac



San Francisco
South Beach – corner store



Mountain View
Park Place – 45 du/ac



San Francisco
South Beach – high rise

High Density Residential



**Oakland
Preservation Park – 125 du/ac**



50 du/ac



**Oakland
Old Town Square – 80 du/ac**



**Oakland
Old Town Square – 80 du/ac**

Key Steps to Move Forward

- **Provide certainty regarding land acquisition and site plan for BART extension facilities**
- **Identify right of way for Milpitas Blvd. Extension**
- **Amend Midtown Specific Plan to include Piper/Montague**
- **Proceed with Precise Plan for Transit Sub-Area**
- **Environmental Review for all new plans**
- **Work with Great Mall to consolidate permits and resolve parking requirements so that new tenants, restaurants, and entertainment can be added.**
- **Work with property owners that are ready to proceed to resolve development issues and design parameters relevant to their specific properties.**
- **Market retail and employment properties based on concept plan; identify opportunities, and get feedback.**
- **Fiscal Impact Study to Identify Costs and Funding Mechanisms for Infrastructure and for City services**